

AMD's Vision of a 64-bit Future

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Immutable Laws of the PC Industry

- ❑ The “Immutable Laws” of the PC industry for transition to occur are:
 - New product must cost less while providing equal functionality/performance to previous generation, or,
 - New product must provide greater functionality/performance at a cost comparable to previous generation, and,
 - New product MUST maintain legacy compatibility

- ❑ Violators of the “Immutable Laws” perish



Why x86-64 technology?

- ❑ The x86 ISA offers full Microsoft® Windows® and Linux support.
- ❑ The pricing structure and supporting software infrastructure of x86 architectures makes them a strong competitor for server applications.
- ❑ x86 has become the prevalent server architecture by dominating the 1P and 2P server segments.
- ❑ System architectures for 4P, 8P, and larger x86 systems, as well as advanced clustering, are now becoming available.



Why x86-64 technology?

- ❑ In the 32-bit enterprise server segment, lack of competition is stifling innovation.
- ❑ The current 64-bit computing environment is strictly proprietary CPUs and operating systems:
 - Compaq's Alpha® with TRU64,
 - IBM's Power4 with AIX,
 - Sun's UltraSPARC with Solaris,
 - HP's PA-RISC with HP-UX, and
 - Intel has attempted to introduce yet another proprietary CPU architecture into this market segment with the Itanium processor.



Simple Answer

- ❑ Preserve the investment already made in x86 software:
 - Full compatibility with existing x86 software
- ❑ Add 64-bit capabilities to the x86 ISA, the largest software installed base:
 - Provide a seamless, flexible migration path to 64-bit computing
- ❑ Leverage pricing structure and supporting software infrastructure of x86 architectures:
 - Easier for ISVs
 - Decades of experience and development of x86 applications

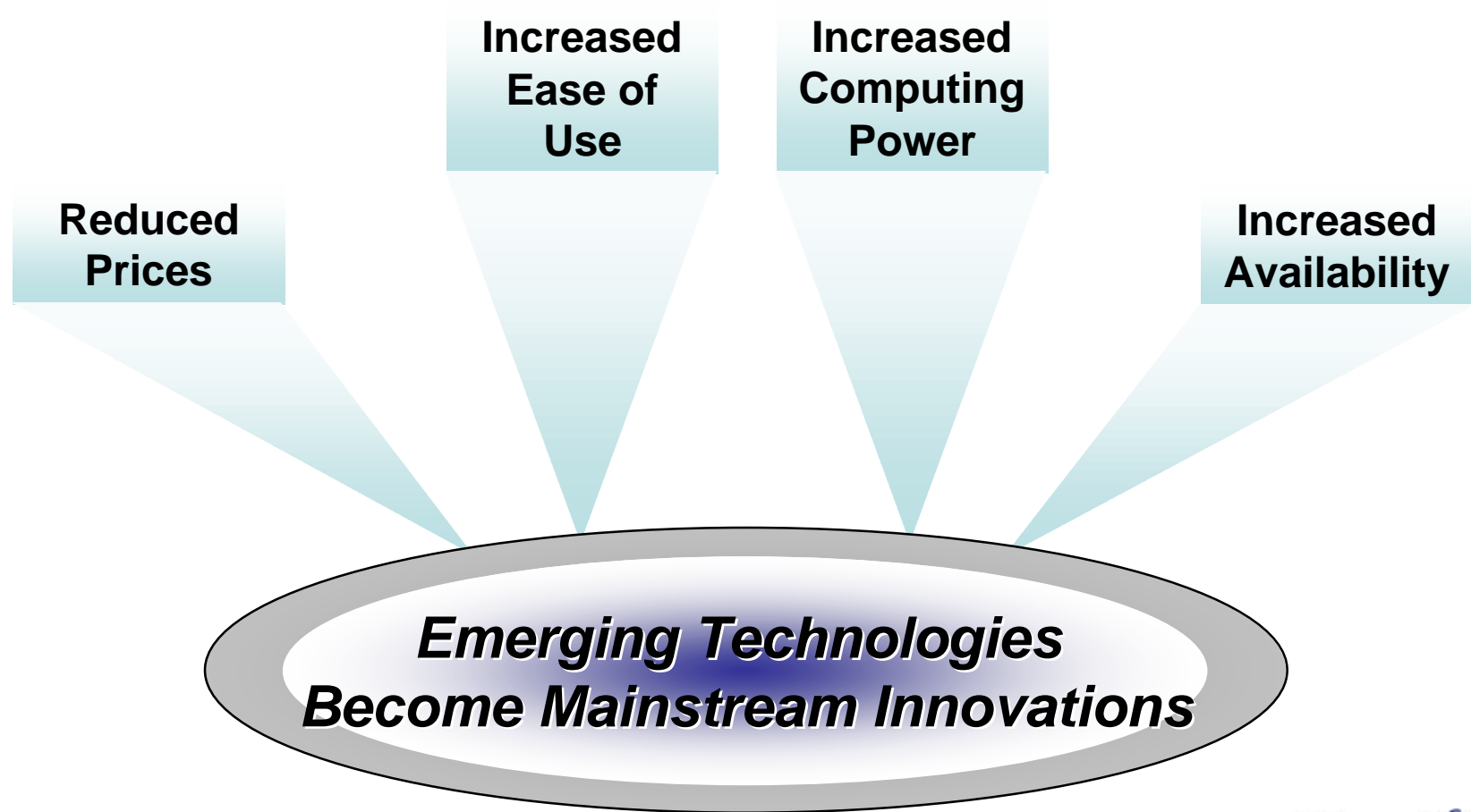


Simple Answer

- ❑ Innovate with open standards, compatibility, and a focus on our customers:
 - Ease of implementation
 - Ease of deployment
- ❑ Leverage existing x86 dominance in the server segment by focusing on 1P to 8P solutions.
- ❑ Introduce competition and provide innovation for the enterprise 32-bit and 64-bit environments:
 - Provide our customers with a choice:
 - Differentiated solutions provider
 - Seamless, flexible migration path to 64-bit computing
 - Enable a low-cost infrastructure for our customers by leveraging PC desktop volumes.

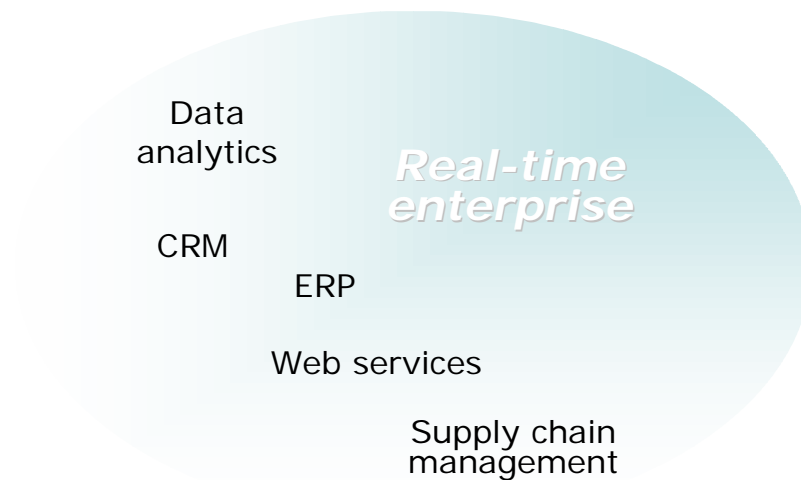


Convergence of Technology



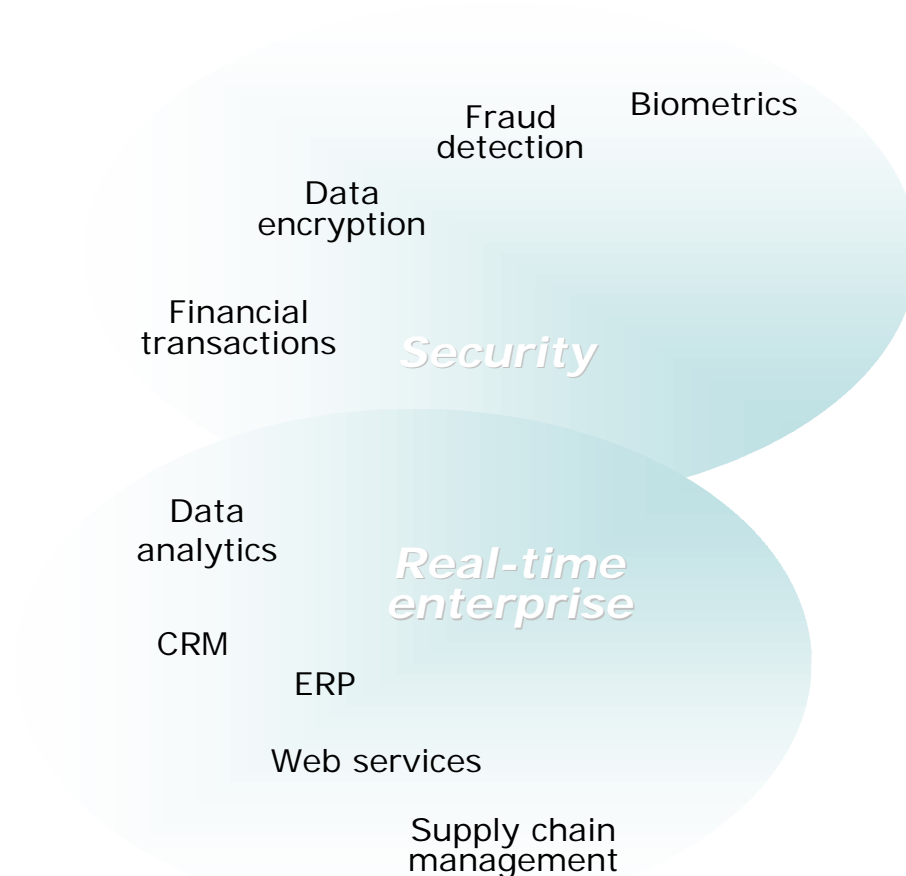


What Do Customers Want?



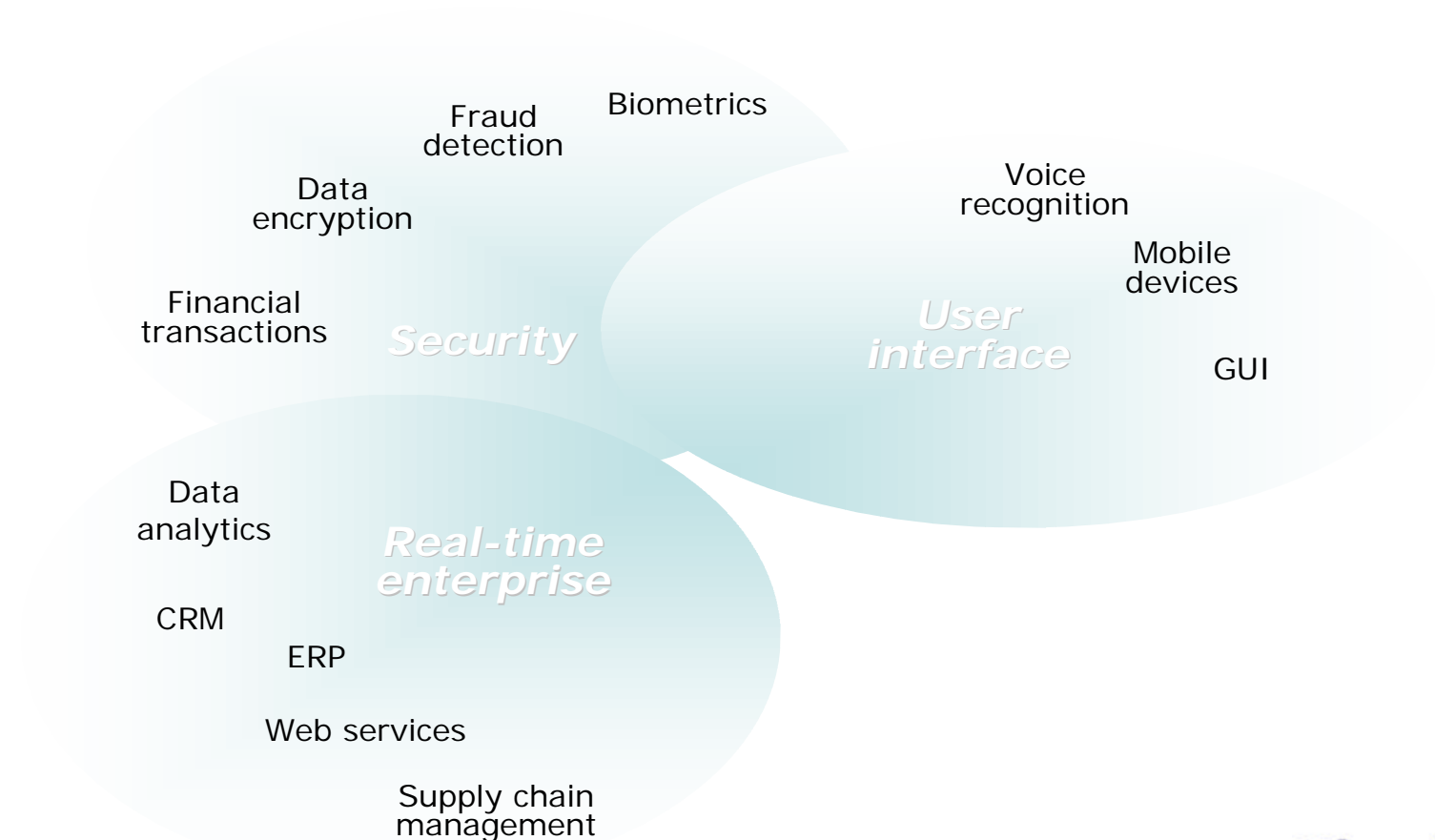


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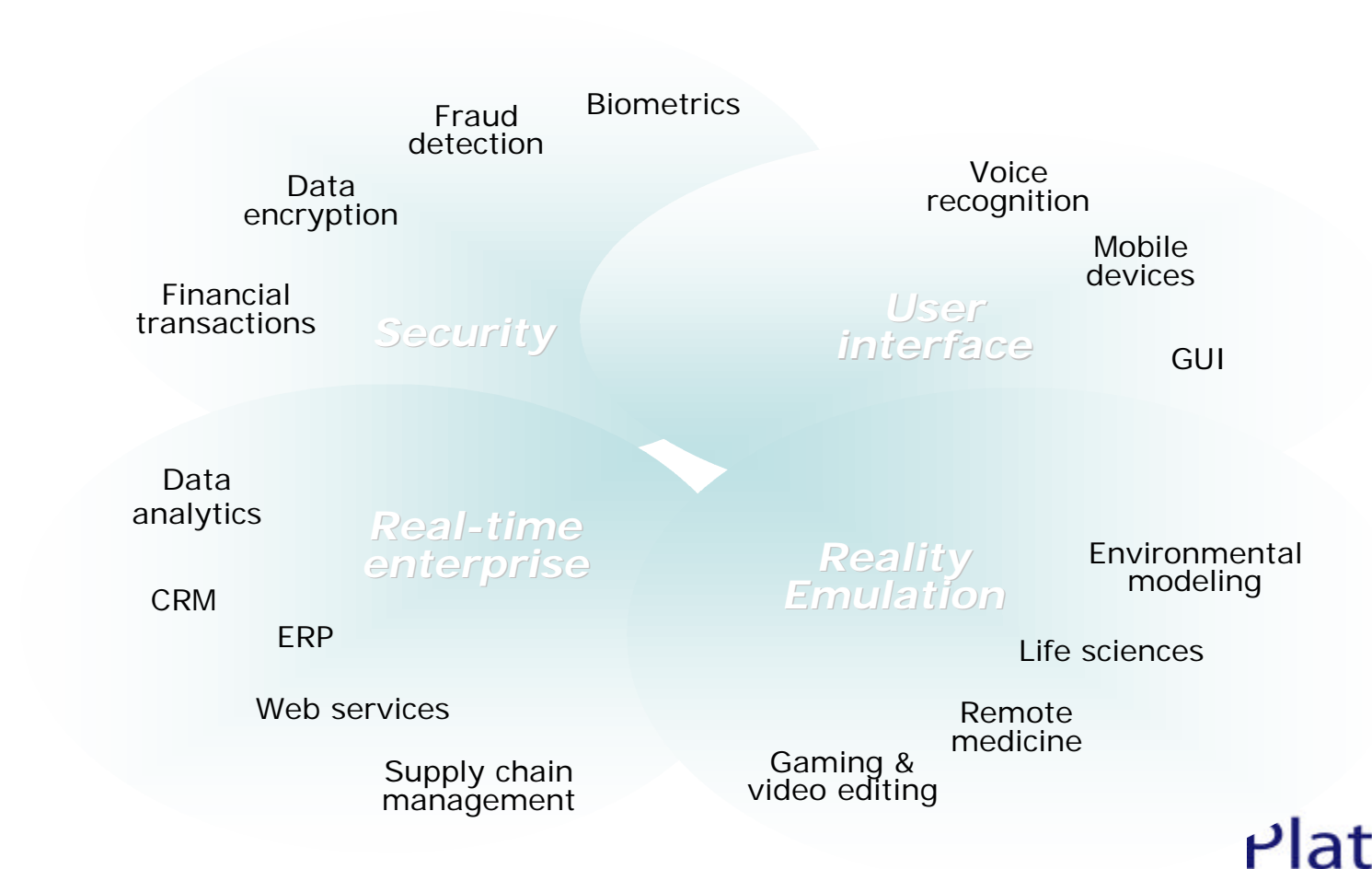


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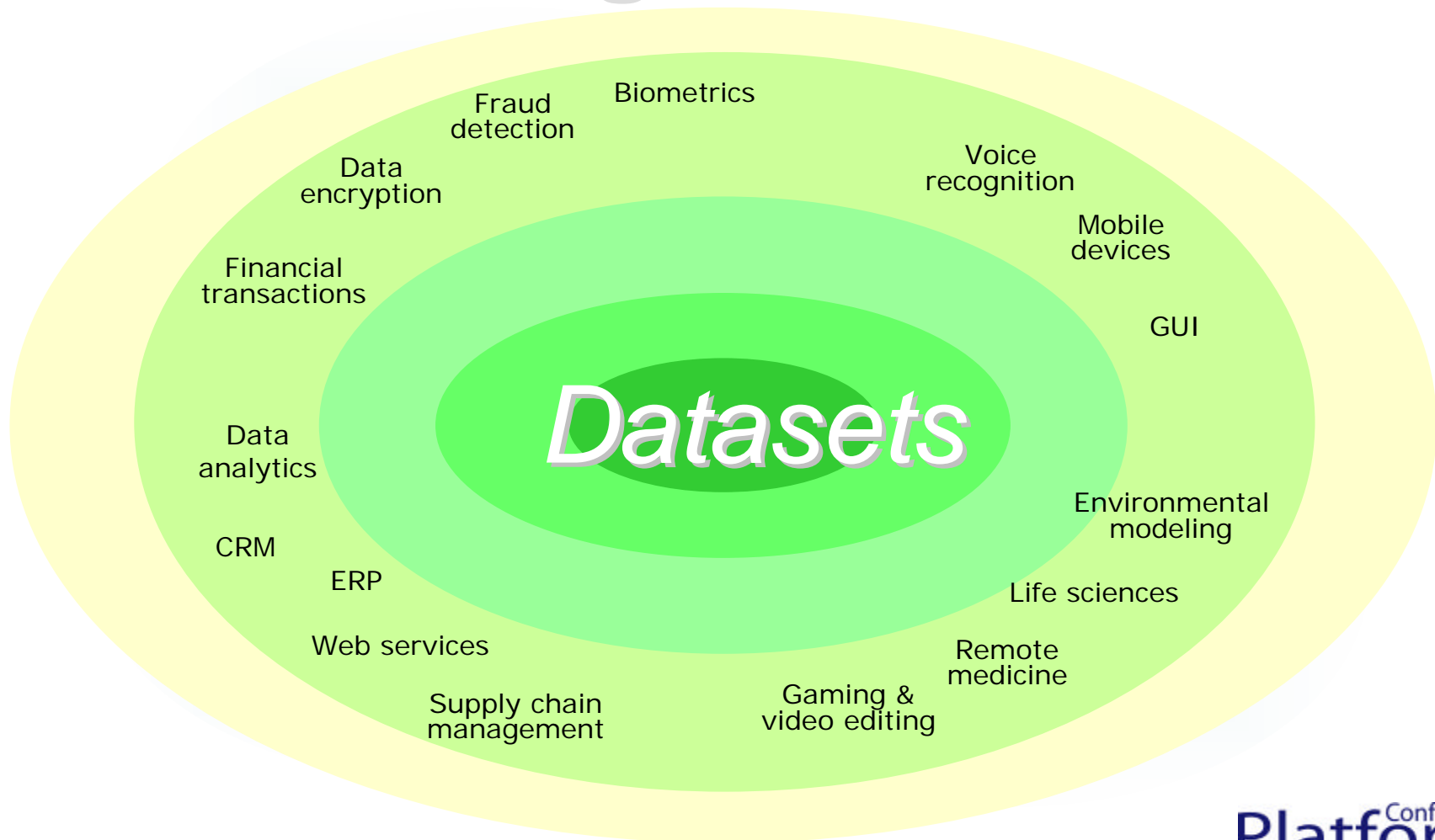


What Do Customers Want?





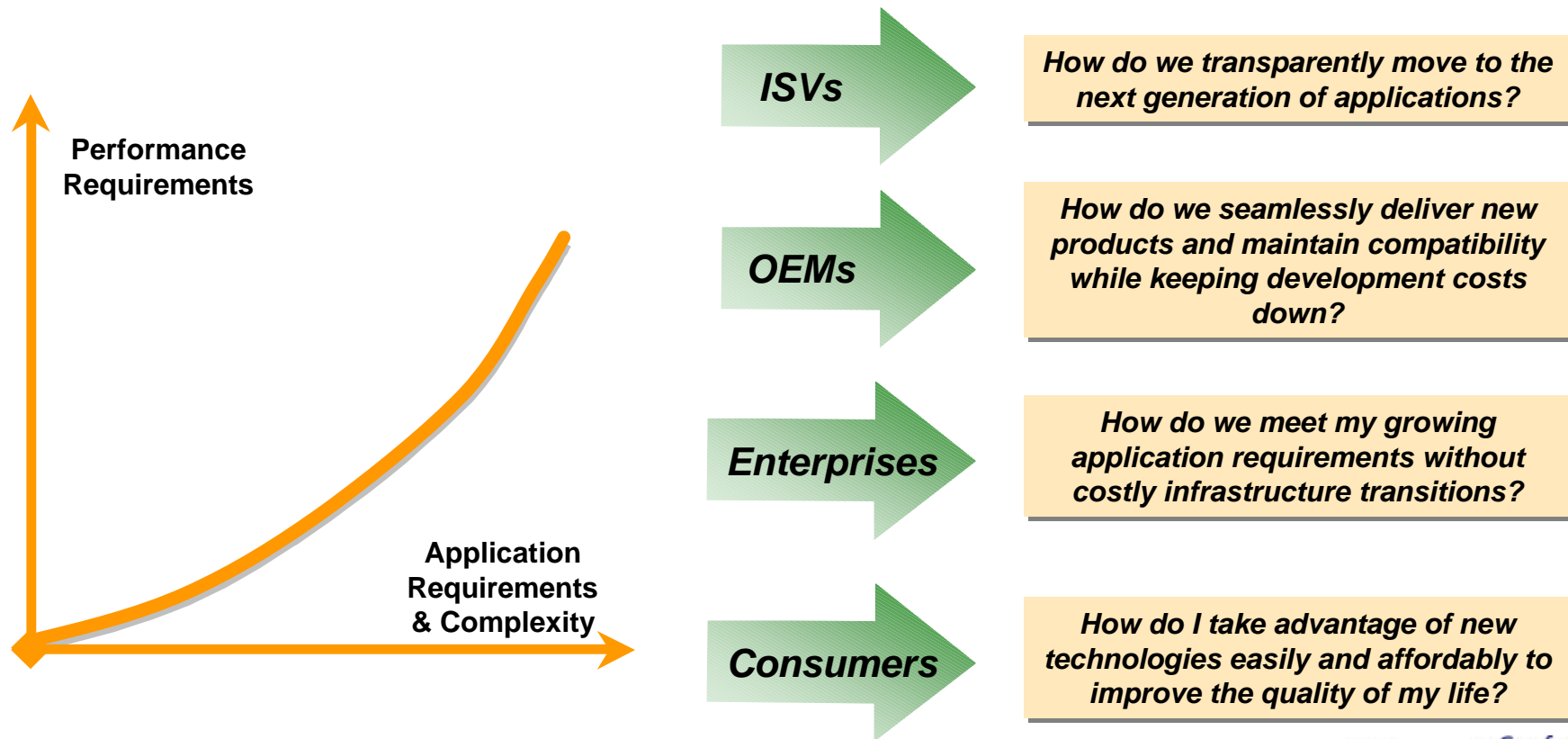
The Challenge





The Challenge

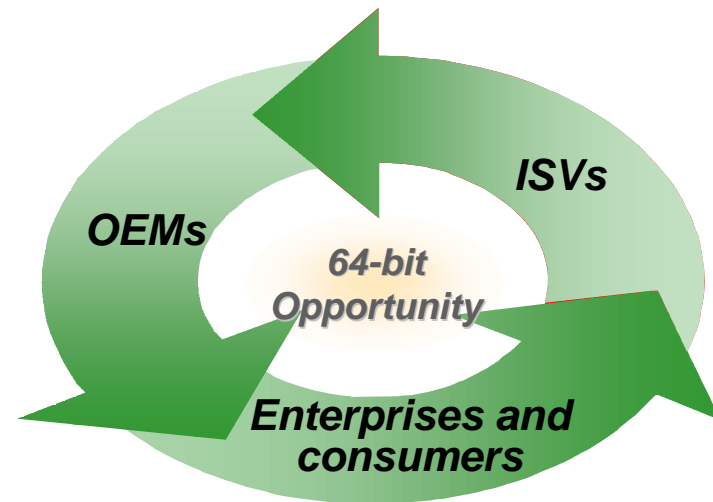
The performance needed to process increasing dataset requirements imposes different challenges on the market.



AMD: A better way of doing business

Success belongs to the next-generation business model that best meets the needs of the entire 64-bit ecosystem.

- ✓ *High Volume*
- ✓ *Low TCD/TCO*
- ✓ *Scalable Performance*
- ✓ *Open Platform*
- ✓ *Seamless Migration*





Benefits of AMD's 64-bit Vision

- ❑ AMD provides new and beneficial technology to several market segments by innovating with open standards, compatibility, and our customers' better interests in mind.
- ❑ Investment protection:
 - Full compatibility with existing x86 software:
 - Operating systems, applications, tools, diagnostics, drivers, etc.
 - Preserve investments in personnel training and certifications.
- ❑ Compelling 64-bit migration strategy:
 - Gradual migration to 64-bits at customer's own pace
 - Only applications that require 64-bits need to be ported
 - No recompiling needed for existing 32-bit installed software base



Benefits of AMD's 64-bit Vision

- ❑ Lower Total Cost of Development and Ownership (TCD/TCO):
 - New, competitive choices for enterprise computing solutions
 - Continued innovation
 - Reduced development complexity
 - Enterprise supply chain competition
- ❑ Network Management:
 - Unified platform architecture means reduced software development complexity
 - Reduced hardware infrastructure turnover
- ❑ Creates new market opportunities for our customers and partners.



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